

2007 RRRC Living Towns- Sperryville/Rappahannock Planning Workshop

"Sperryville: Gateway to the New Economy"

Thursday, May 31, 2007

Sperryville School House

AGENDA

Morning Session

8:30 Registration and Coffee

8:50 Welcome and Introductions – Jeffrey Walker, Executive Director, RRRC
John McCarthy, County Administrator, Rappahannock County

9:10 Area Identity

Moderator: Tom Tepper, Member, Rappahannock County Planning Commission

A. Agricultural and Rural Character Preservation

Claire Collins, City Mgr., City of Covington, and former Bath County Administrator

B. Virginia Wine Tourism

Ann Heidig, President, Virginia Wineries Association and Owner, Lake Anna Winery

C. Crooked Road: Virginia's Heritage Music Trail Case Study Example

Todd Christensen, Deputy Director of Community Development, DHCD

10:10 Break

10:20 Community Development

Moderator: Jim Gannon, *Rappahannock Voice* founder/owner & former *Wall Street Journal* reporter

A. Innovative Business Success

Sarah Cohen, President, Route 11 Potato Chip Company

B. Partnering with the Park

Catherine Gilliam, VA Program Manager, National Parks Conservation Association

C. Broadband/Internet Infrastructure Development Issues

Chris Thompson, Policy Analyst, DHCD

11:30 Lunch, from *Thornton River Grille and Mount Vernon Farm*

Bus Tour (please see Registration Packet for which group you are in)

(Over)

Afternoon Session

1:00 Keynote Speaker

“The Santa Fe-ing of the Piedmont”

Joel Garreau is author of Edge City: Life on the New Frontier and Radical Evolution. He is a reporter for the *Washington Post*.

1:45 Planner’s Tool Box

Moderator: Todd Benson, Fauquier County Field Officer, Piedmont Environmental Council

A. Community Visioning

Caroline Wilkinson, Program Mgr., VA Natural Resources Leadership Institute, UVA

B. Next Generation Marketing

Wirt Confroy, Director, Electronic Marketing, Virginia Tourism Corporation

C. Workforce Affordable Housing

Kim Hart, Contract Mgr., Windy Hill Development Corp. and Member, Loudoun Cnty Housing Advisory Board

D. Virginia Birding and Wildlife Trail

Jeff Trollinger, Watchable Wildlife Program Mgr, VA Dept of Game & Inland Fisheries

3:15 Wrap-Up – Jim Gannon

3:30 Reception at Long View Gallery

Welcome - Ed Wayland, Piedmont District, Rappahannock County Board of Supervisors
All invited. Please join us for refreshments & light hors d’ouvres, provided by *Long View Gallery, Sharp Rock Vineyards* and *Gadino Cellars*